0 14302 76871 1 26

C2716-1

June 29, 1992

Copyright 1992 by Crain Communications Inc.

Advertising Age

Crain's International Newspaper of Marketing • In Three Sections • Section 1 • $2.50 • $3.00 in Canada • £5.00 in U.K.

INSIDE

Politics: The marketing community votes for Perot. **Page 3.**

Doug Goodman

Adios: Jerry Della Femina tells why he left his agency. **Page 16.**

Ken Viargo

Environmental marketing: Green market sure has changed. **After Page 28.**

LAST MINUTE NEWS

MasterCard repitches

NEW YORK—MasterCard International, apparently unhappy with earlier creative presentations, has asked the three finalists in its $60 million review to repitch the account next week. MasterCard also plans to split off the media portion of the account and has begun contacting shops through a consultant. Lintas:New York now has the entire account and is competing with Ammirati & Puris here and Fallon McElligott, Minneapolis, for the creative portion.

Best Western fires shop

PHOENIX, Ariz.—Best Western International's board terminated Karsh & Hagan, Englewood, Colo., on its $15 million North American account. The lodging chain is likely to look for a multinational lead agency to handle or assist on its worldwide advertising, estimated

(Continued on Page 8)

Coke closes in on new theme

Diet Coke sales in all outlets slipping 'dramatically'

By Pat Sloan and Melanie Wells

Coca-Cola Co. is feverishly working on a new global campaign for Coca-Cola Classic and considering a new slogan for its troubled Diet Coke.

Coca-Cola Classic agency McCann-Erickson Worldwide, New York, is narrowing down theme lines to meet an October deadline for campaign approval and a January break date for the new global effort.

As many as 10 to 20 themes may be in contention to replace Classic's 5-year-old slogan "Can't beat the real thing," but some say that number has been cut to a handful. McCann is expected to go to Coca-Cola within the next two weeks for the nod on the short list.

In an internal, confidential memo dated June 17 to Coca-Cola creative staffers at McCann, Gordon Bowen, exec VP-chief creative officer, noted: "We are proceeding with development of the line 'The spark is real' for Coca-Cola. I would like each of you to meet with Mark Frankel ASAP so we can develop their campaign for further recommendation to come. This takes precedent over all other creative assignments." Mr. Frankel is associate creative director at McCann.

A Coca-Cola spokeswoman said: "We do not comment on speculation on our advertising, which is always in development." McCann executives declined comment.

Executives close to the assignment said the slogan referred to in Mr. Bowen's memo is no longer in the running but that another slogan that uses the word "spark" remains in contention. Another

(Continued on Page 50)

Spain scores at Cannes

'Nuns' brings home Grand Prix for year-old shop; Wieden & Kennedy takes 2 of only 3 U.S. Golds

By Laurel Wentz

CANNES—Spain carried off the top prize virtually unopposed at the International Advertising Film Festival here last week with a commercial that wouldn't make it past U.S. network censors.

And a humiliating U.S. performance mustered only three out of 27 Gold Lions awarded.

One-year-old Barcelona agency Casadevall Pedreno SPR won Spain's second Grand Prix in four years with "Nuns," the sweetly innocent tale of nuns giving an unforgettable demonstration of the use of Talens rubber cement.

The Cannes jury finished hours early because for the first time in years, there was no argument over rival Grand Prix candidates.

" 'Nuns' was the clear winner," said festi-

(Continued on Page 52)

Photos by Laurel Wentz

At the awards ceremony for the Press & Poster Festival: Sean Fitzpatrick with Bill Tragos (l.); Akio Fukuoka of Dentsu, Kazuko Totiumi of Fuji Television and Hiroshi Sasaki of Dentsu (above). A group of 50 young Dutch creatives (r.) hired a bus to drive to Cannes and stay at a campground.

Rain didn't keep Patricia Viotti and Washington Olivetto of W/Brasil from the beach.

Long-distance ouster stuns McElligott

By Bob Geiger and Laurel Wentz

While Tom McElligott was judging last week's International Advertising Film Festival in Cannes, partners at the agency he co-founded attempted a "palace coup."

Partner John Morrison assumed creative control of McElligott Wright Morrison White, and the agency announced that Mr. McElligott would soon be leaving the 2-year-old Minneapolis shop he's headed as chairman, ceo and creative director.

McElligott

"I'm just sitting here absolutely appalled and shocked," Mr. McElligott said in a phone interview from his room at the Majestic Hotel in Cannes.

But he vowed to fight his ouster.

"They can't oust a guy who owns the company," he said. "I'm the ceo and the chairman and the creative director of that company, and I will be until they are in a position to buy it."

Mr. McElligott said he's been planning to leave the agency gradually, beginning this fall, due to differences with his three partners but expected a long transition period to avoid alarming clients and staff.

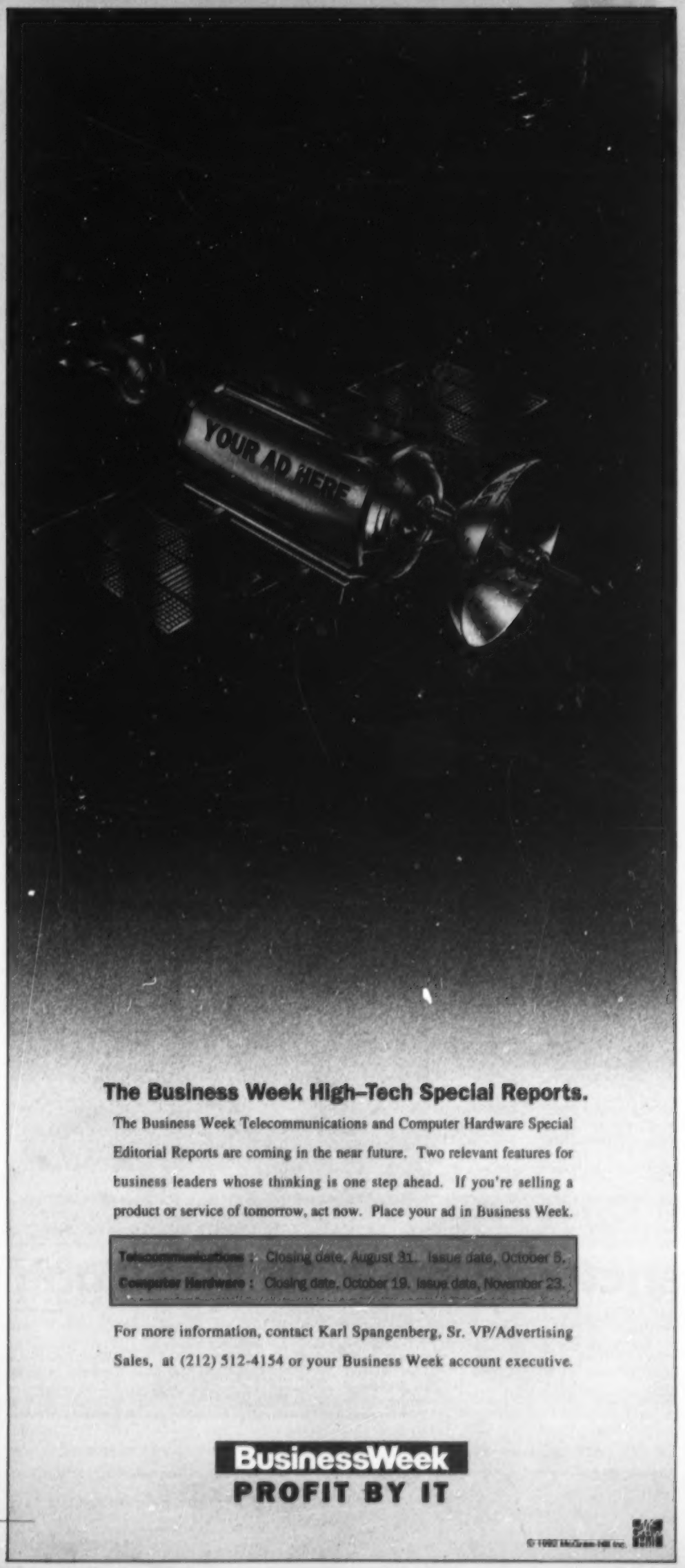
"It's like a palace coup," he said. "Apparently, as soon as I got on a plane, they started firing people."

Tony Wright, McElligott Wright president, said the three other partners plan to buy Mr. McElligott's agency stock, rename the shop and possibly seek a merger or acquisition by another agency.

Mr. Wright said they've been approached by potential partners, in the Twin Cities and in other markets, but he declined to name any.

"Tom wasn't fired, and there wasn't a coup. He wanted to leave. We wanted him to leave, and unfortunately, the news leaked out before we were all

(Continued on Page 8)



The Business Week High-Tech Special Reports.

The Business Week Telecommunications and Computer Hardware Special Editorial Reports are coming in the near future. Two relevant features for business leaders whose thinking is one step ahead. If you're selling a product or service of tomorrow, act now. Place your ad in Business Week.

Telecommunications : Closing date, August 31. Issue date, October 5.
Computer Hardware : Closing date, October 19. Issue date, November 23.

For more information, contact Karl Spangenberg, Sr. VP/Advertising Sales, at (212) 512-4154 or your Business Week account executive.

BusinessWeek
PROFIT BY IT

© 1992 McGraw-Hill Inc.

NEWS SUMMARY

■ **Coca-Cola Co.** is developing a new global campaign for Coca-Cola Classic to break in January. **1**

■ **Cannes ad film fest** awarded its Grand Prix to Barcelona agency Casadevall Pedreno SPR for a TV spot titled "Nuns" for Talens rubber cement. **1**

■ **Tom McElligott** said he will fight his ouster as chairman of McElligott Wright Morrison White. **1**

■ **Cigarette advertising** is generally not grounds for lawsuits against tobacco marketers, the Supreme Court said. **3**

■ **W/Brasil,** a Sao Paulo agency, will expand to the U.S. with W/USA in Chicago; Laurence Klinger is president. **4**

■ **Long John Silver's** will sell space on table cards in its 1,000 company-owned restaurants to outside advertisers. **4**

■ **Nicotine patch** marketers spent $18.5 million in magazine advertising in the first four months of 1992, almost one-third the size of the declining tobacco category. **12**

■ **Procter & Gamble's** value pricing plan offers rewards for retailers that exceed agreed-upon goals for products, says Exec VP Durk Jager. **13**

■ **Ad spending** and promotion spending will grow at similar rates in the future, predicts Veronis, Suhler & Associates. . **16**

■ **Hyundai** is relaunching its U.S. computer business with a $10 million-plus ad campaign. **33**

■ **AT&T** says there's great consumer interest in its VideoPhone, which it will start marketing next month. **33**

■ **Next season's TV shows** get generally poor marks from agencies, with only two seen as hits. **36**

■ **Dannon and Yoplait** are adding new yogurt flavors. **48**

■ **Time Warner's** Television Consortium, a network of independent stations, will start programming in January. **49**

■ **Stouffer Hotel Co.** is emphasizing quality rather than price-cutting in its new newspaper ad campaign. **54**

COMPANY INDEX

The following marketers, media and ad agencies received significant mentions in this issue of *Advertising Age*. (This list excludes Last Minute News, For the Record and other news briefs.)

ABC 36
Adams/Bloomfield Associates 4
American Cyanamid Co. 12
AT&T Co. 33, 52
N W Ayer 3
"Business Week" 45
Casadevall Pedreno SPR 1
CBS 36
Ciba-Geigy Corp. 12
Coca-Cola Co. 1
Dannon Co. 48
Delia Femina, McNamee 3
E.I. du Pont de Nemours & Co. 4
Euro RSCG 3
Fox Broadcasting Co. 36
Gage Marketing Group 48
Goodby, Berlin & Silverstein 52
"GQ" 36
Hyundai Electronics America 33
IBM Corp. 33
Kentucky Fried Chicken (GB) 48
Kimberly-Clark Corp. 3
Long John Silver's 4
Marion Merrell Dow USA 13
Market Facts 54
McCann USA 4
McCann-Erickson Worldwide 1
McElligott Wright Morrison White 1
Messner Vetere Berger Carey Schmetterer 3
MTV: Music Television 45
NBC 36
Nestle 52
Nike 48
Pepsi-Cola Co. 50
Procter & Gamble Co. 3, 13
Prudential California Realty 51
Stouffer Hotel Co. 54
Tatham/RSCG 3
Thomson Consumer Electronics 33
Time Warner 49
Unilever 52
Warner-Lambert Co. 12, 54
W/Brasil 4
Weyerhaeuser Corp. 3
Whittle Communications 33
Wieden & Kennedy 52
Yoplait 48
Young & Rubicam 54

DEPARTMENTS

Ad Review 54
James Brady 38
Brady's Bunch 45
Classifieds 46
Con-Sid-erations 17
Corrections & Clarifications 22
Rance Crain 26
Editorials 17
For the Record 48
Forum 16
Letters 22
Market Profile: Milwaukee 20
MediaWorks 38
New Products 48
People Moving 46
Photo Review 40
Special Report: Green Marketing ..... after 28
Technology News 33
The Next Trend 38

Contents copyright 1992 by Crain Communications Inc. All rights reserved.

Vol. 63, No. 26—ADVERTISING AGE (USPS 0001-6809) is published weekly (except for a special issue the fourth week in September and a combined year-end issue in December) by Crain Communications Inc. at 740 Rush Street, Chicago, Ill. 60611-2590. Second-class postage paid at Chicago and additional mailing offices. Postmaster: Send address changes to ADVERTISING AGE, Circulation Department, 965 E. Jefferson, Detroit, Mich. 48207. $2.50 a copy, $84 a year, $104 two years. Add $101 per year for air delivery to Europe & Middle East. Add $79 for surface mail to all other foreign countries. WILLIAM STRONG, VP-circulation; DAVE KELLEY, circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to Circulation Department, Advertising Age, 965 E. Jefferson, Detroit, Mich. 48207-3185 (1-800-678-9595). Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48106. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, Ohio 44691. AD AGE is available for electronic retrieval on the NEXIS® Service. Mead Data Central, Inc., P.O. Box 933, Dayton, Ohio 45401 (800 227-4908).

Perot leads AA poll; women hurt Bush

By Adrienne Ward

If the presidential election were left to the marketing community, Ross Perot could start packing his bags for the White House now.

An *Advertising Age* survey of 470 agency, client and media people found that 31.7% of respondents would vote for Mr. Perot, 28% would support President Bush and 18% would cast their ballot for Arkansas Gov. Bill Clinton, the likely Democratic nominee.

POLITICS 92

Those undecided accounted for 17.2%; 5.5% said they'd vote for none of the above.

The random survey of *Ad Age* subscribers—representing the U.S. marketing universe—was conducted by telephone June 15 to 26.

Mr. Perot, who hasn't officially declared his candidacy yet, gets the most support from ad agencies: 35.7% of agency respondents said that they'd vote for him compared with 30.9% of advertisers and 29.8% of media people.

"Agency people are not seeing much reason to vote for four more years of what they already have," said John O'Toole, president-ceo of the American Association of Advertising Agencies. "Gov. Clinton hasn't offered any idea of how to make the economy better. There's a desperate yearning for something totally different, which Perot has exploited."

Mr. O'Toole said agency people are more likely than advertisers to identify with the Texas billionaire's iconoclasm, independence and impatience with bureaucracy.

Among media respondents, 29.8% said they'd support Mr. Perot, 26.9% favored the president and 15.4% favored Gov. Clinton. But 19.2% were undecided, and 8.7% said they'd vote for someone else.

President Bush did the best among advertisers: 30.9% of client company respondents said they'd vote for the Republican incumbent, the same number that supported Mr. Perot, while Gov. Clinton trailed with 15.4%.

The president got a lot more support from men than women: 32.8% of the men surveyed favored Mr. Bush, 32.1% supported Mr. Perot and 17.2% backed Gov. Clinton. The others said they didn't know or would vote for someone else.

A June 12-14 Gallup Organization poll of 1,000 registered voters found 37% of men surveyed said they supported Mr. Perot, 30% were for the president, 22% favored Gov. Clinton and 11% were undecided.

Among women in the *Ad Age* poll, the president and Gov. Clinton were major losers, tying for third place behind Mr. Perot and undecided. Mr. Perot was backed

(Continued on Page 54)

How industry would vote

If the presidential elections were held tomorrow, who would you vote for? (Percent of total surveyed.)

Candidate	Ad agency	Media company	Advertiser	Total
George Bush	24.0%	26.9%	30.9%	28.0%
Bill Clinton	20.1%	15.4%	15.4%	18.0%
Ross Perot	35.7%	29.8%	30.9%	31.7%
None	3.9%	8.7%	4.7%	5.5%
Don't know	16.2%	19.2%	18.1%	17.2%

Source: *Advertising Age*

Kimberly, P&G rev up to market latest twist in disposable diapers

By Jennifer Lawrence

The race to market the most innovative diaper is about to begin.

Kimberly-Clark Corp. next month starts shipping technologically improved Huggies UltraTrim in the Northwest—three months ahead of Procter & Gamble Co.'s launch of Ultra Dry Pampers Phases and Ultra Dry Luvs Phases.

Private-label maker Weyerhaeuser Co. plans to quickly match the improvements.

Kimberly-Clark initially will add Huggies UltraTrim to its existing line. The redesigned diaper will offer increased absorbency and an improved design that's 50% thinner than regular Huggies.

In contrast, P&G will replace its Pampers Phases and Luvs Phases with their Ultra Dry counterparts in the Northwest this October. National and international expansion will follow.

P&G is likely to position the diapers as the "driest diapers ever," a claim based on a pro-

(Continued on Page 51)

What high court ruling means for tobacco ads

By Steven W. Colford

WASHINGTON—Tobacco advertising fared better than tobacco advertisers last week before the U.S. Supreme Court.

In a ruling that opens the door to a wave of liability claims against tobacco marketers, the justices said fraud, misrepresentations and deception are legitimate causes of action for state court suits against the companies. But tobacco advertising and the implied claims contained in it, by and large, aren't grounds for lawsuits, the court said.

That knocked the wind out of anti-tobacco forces' argument that image ads—from the Marlboro Man to the Winston eagle—fail to inform consumers about or play down health problems linked to smoking.

"Advertising fared pretty well in the decision," said David Versfelt, general counsel to the American Association of Advertising Agencies. "The focus of the court was on fraud [by tobacco marketers], not on the implied messages of cigarette ads."

Even a leading opponent of the tobacco industry and its marketing practices acknowledged the ruling protected lifestyle ads.

"It's true that with something like the Marlboro Man, a smoker can't say that an ad like that influenced him to smoke," said Scott Balin, spokesman for the Coalition on Smoking OR Health. "That kind of ad is protected. But where an ad claim is false, it is not protected."

That layer of protection was withheld from ads touting some brands' low-tar, low-nicotine or no-nicotine attributes. The court said such ads might provide smokers with grounds for legal action.

That distinction could make tobacco marketers reconsider such ads, said Matt Myers, counsel for the coalition.

"We might see tobacco companies take a closer look at ads . . . that make those kinds of health

(Continued on Page 49)

Euro RSCG studies how to pair Della Femina, Messner

By Melanie Wells

Euro RSCG, having abandoned talks to acquire N W Ayer for the time being, is trying to align its three U.S. agencies and decide who will head up the company's overall operations here.

The Paris-based communication giant, the sixth-largest global agency network, is angling to pair up New York shops Della Femina, McNamee and Messner Vetere Berger Carey Schmetterer.

But the question is, who among the companies' six formidable principals will oversee a merged agency? In addition, Euro RSCG might also want to place an executive in charge of all its U.S. holdings, which also include Tatham/RSCG, Chicago.

The likelihood of combining Della Femina with Messner Vetere emerged earlier this month when Della Femina Chairman-CEO Jerry Della Femina resigned after Euro RSCG agreed to buy out his employment contract *(see related story on Page 16)*.

Mr. Della Femina had frequently clashed with the French parent over his management role, and his presence effectively pro-

(Continued on Page 50)

The players

McNamee

DELLA FEMINA, MCNAMEE

Founded: 1967

Headquarters: New York; branches in Chicago, Los Angeles and Pittsburgh, as well as Lawner Reingold Britton & Partners, Boston.

1991 billings: $713 million

Top clients: Stouffer Foods Corp.; A&W Brands; Beck & Co.; Hiram Walker Gooderham & Worts; G. Heileman Brewing Co.

Key exec: Louise McNamee, president-ceo

Schmetterer

MESSNER VETERE BERGER CAREY SCHMETTERER

Founded: 1986

Headquarters: New York; no branches

1991 billings: $206 million

Top clients: Regina Co.; MCI Communications Corp.; Volvo Cars of North America; New Balance Athletic Shoes

Key execs: Thomas Messner, partner; Barry Vetere, partner; Ron Berger, partner; Wally Carey, partner; Robert Schmetterer, partner, president

TATHAM/RSCG

Founded: 1946

Headquarters: Chicago; no branches

1991 billings: $325 million

Top clients: Procter & Gamble; Ameritech; Ralston Purina; Stouffer Foods; Miles; Zenith Data Systems

Key execs: Ralph Rydholm, chairman-ceo, chief creative officer; Ian Miller, president, managing partner; Robert Hietscher, chief operating officer, managing partner

Rydholm

EURO RSCG

Founded: 1991

Headquarters: Paris

1991 billings: $6.95 billion worldwide

Top clients: BSN; Cadbury Schweppes; Parker Pen; L'Oreal; NV Philips; Nestle; Peugeot; Procter & Gamble

Key executives: Alain de Pouzilhac, chairman-ceo; Jacquss Seguela, VP; Jean-Michel Goudard, Euro RSCG international president-ceo

Goudard

NEWSLETTERS!
We'll Do Your Newsletter
From Start To Finish
❑ Research ❑ Writing ❑ Design ❑ Printing
Any Aspect or All of It -
Ruderman Public Relations
call Harriett Ruderman 516/484-9245

Nicotine patch eases cig ad retreat

By Scott Donaton

Magazine publishers trying to break their addiction to tobacco advertising are finding relief from an ironic source—nicotine patches.

The popular smoking cessation aids could be the new ad category publishers have been seeking to help offset a continuing decline in cigarette and tobacco ad spending.

In the first four months of 1992, the companies marketing the three nicotine patches spent a combined $18.5 million in magazines, according to LNA/Arbitron Multi-Media Service.

That's a little less than one-third the $66.3 million spent by the entire cigarette and tobacco category through April, a 28% decline in spending for that category from the same period last year.

The nicotine patch "is an important product that, obviously, since it's come into print has been a boost for publishers," said Thomas Evans, publisher of *U.S. News & World Report*.

"Tobacco has been declining and deteriorating for a number of years. I wouldn't say [nicotine patches] will take the place of cigarette advertising, but it's awfully nice to have the business," Mr. Evans said.

"It's an interesting development given the decline of tobacco advertising," said *Newsweek* Publisher Peter Eldredge. The nicotine patch "is a big, growing category for *Newsweek* and for other magazines. This is obviously a product that has caught on."

The importance of tobacco advertising to magazine publishers has waned in recent years in the face of legislative threats and as tobacco marketers shifted more money to trade and consumer promotions and regional efforts.

Ten years ago, tobacco ranked as the largest magazine ad category in terms of revenue. Last year, it ranked ninth with revenues of $264.4 million, a 12% drop from 1990 figures. Through May of this year, it ranked 10th, according to Publishers Information Bureau, and it's dropped out of the top 10 several times during the recession.

Nicotine patches are one part of a bigger story: the growth in recent years of the drugs and remedies ad category, said James Guthrie, exec VP-marketing at the Magazine Publishers of America.

"I've been watching tobacco go from first place to 10th place, and at the same time drugs and remedies go from 14th place to ninth place," he said. "Drugs and remedies is the category I have thought for years was going to burst into the top 10, probably at tobacco's expense. We as a culture are focusing much more on selfcare.

"It is an irony that [nicotine patches] are part of that growth," Mr. Guthrie said, adding that prescription medications represent the largest subclass of the drugs and remedies category.

The nicotine patch is a prescription drug applied to the upper torso that releases controlled doses of nicotine over a three-month period. There are currently three on the market: Marion Merrell Dow USA's Nicoderm, Ciba-Geigy Corp.'s Habitrol and American Cyanamid Co.'s ProStep. A fourth is expected from Warner-Lambert Co. later this year.

Sales of the products have been soaring, with shortages reported in some parts of the country. To encourage brand loyalty, industry executives have estimated that Marion Merrell Dow and Ciba-Geigy alone could spend as much as $35 million each to market their products to consumers in the next year (AA, March 23).

If early spending patterns are any indication, that could be a major boon to magazines, particularly mass-market weeklies. The nicotine patch marketers have spent the bulk of their magazine budgets to date in such titles as *Time, Newsweek, U.S. News, People, Sports Illustrated, Business Week* and *Parade*.

Habitrol spent $9.9 million in magazines through April, according to LNA. Nicoderm spent $7 million for the same period, while ProStep, introduced in March, spent $1.6 million. ❑

Magazines inhale patches

Nicotine patch spending in magazines, January-April.

Patch (Marketer)	Ad pages	Ad dollars
Habitrol (Ciba-Geigy)	109.0	$9.9 million
Nicoderm (Marion Merrell Dow)	39.0	$7.0 million
ProStep (American Cyanamid)	16.0	$1.6 million

Source: LNA/Arbitron Multi-Media Service

Making names

At NameLab, we've made product and company names like *Acura, AutoZone, Compaq, Geo, Lumina* and *Zapmail* by constructional linguistics.

The result of a NameLab project is a report presenting and analyzing registrable names expressing your marketing ideas. We quote costs accurately in advance and complete most projects within four weeks.

For information, contact NameLab Inc., 711 Marina Blvd., San Francisco, CA 94123.
Voice 415-563-1639
Fax 415-563-9176
NAMELAB®

We're in a league of our own.

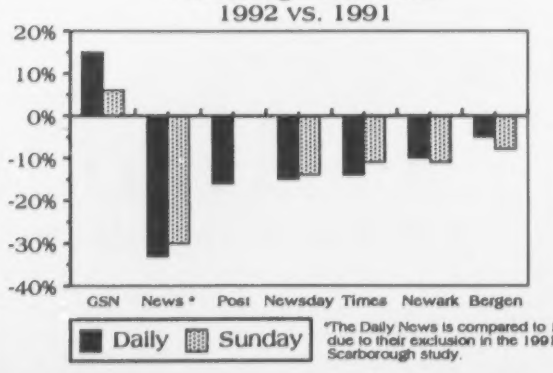
Move over, New York City dailies. We're holding court now. We're Gannett Suburban Newspapers, the four-color, daily newspaper group serving greater Westchester/Rockland, New York.

To get ahead around here, you've got to think big and play smart. A major league strategy for a major league market...and it paid off.

Gannett Suburban Newspapers not only held ground during tough economic times, we've gained it too - leaving our competition in the dust.

We're the only major New York newspaper that has grown in readership over the past year...up 15% daily and 6% Sunday, while all three New York City newspapers reported losses.

Total NY ADI Newspaper Readers in the New York Scarborough Report
Percentage Gain/Loss
1992 vs. 1991



*The Daily News is compared to 1990 due to their exclusion in the 1991 Scarborough study.

When it comes to winning - and winning big - we're the only game in town.

For more information, call us at (914) 694-5303 or call Gannett National Newspaper Sales at (212) 715-5300.

GANNETT
Suburban Newspapers

June 29, 1992

Crain's International Newspaper of Marketing ♻ Section printed on recycled paper

IS GREEN MARKETING DEAD?

NO But it sure has changed. After leaping to label and advertise any and every environmental benefit, some marketers got burned—

environmental and regulatory groups cried foul, and consumers got skeptical. Faced with an onslaught of regulations, marketers are forced to take a closer look.

Matter of semantics —or of survival?

Is green marketing dead? No, certainly not. Despite what may appear to have been a false start, the need for environmentally friendly products and the need to communicate those important attributes to an eager, sensitive consumer is still there, and extremely strong.

This Special Report focuses on why and how the marketing world must forge ahead with Environmental Marketing, offering opinions and outlooks from marketers themselves, regulators and other experts in the field.

One aspect of this subject, however, may indeed be dead: the term "green marketing." The following story explains why.

By Melanie Rigney

While marketers wrestle with changing regulations and concerns about the environment, there's less uncertainty about the term "green marketing."

Overuse has made the term a perjorative, say some experts in the field. Others say it simply means nothing to a consumer who has become more sophisticated about environmental claims for products.

"We don't know how to define recycled and recyclable," says consultant Dennis Farrier, referring to the ongoing problems of settling upon correct terminology for the marketing of environmentally friendly products.

He calls "green marketing" another "message we haven't bothered to define."

"Within the environmental community, [we] see the use of the term by the advertising industry as an effort to exploit," says Jon Lear, VP of the Center for Resource Management. "I think in some way we need to search for some alternative moniker . . . that implies a level of credibility, thoughtfulness and thoroughness. We ought to call something what it is—it's environmental marketing. [That's] a more accurate definition."

"I just think [green marketing] was an inappropriate way of talking about this right from the beginning," says Bob Viney, VP-marketing for Church & Dwight Co.'s Arm & Hammer Household Products.

Mr. Viney prefers to use the term "environmental communication," because "green" implies an end result and "marketing" oversimplifies what's being done.

"You are never going to be 'green' enough; there's always going to be something you can do next year, you get new ideas, find new technologies," he says. ". . . So what is that, 'darker green'?"

Walter Coddington, founder and president of Persuasion Environmental Marketing, agrees "it should be environmental marketing. 'Green' is just as bad as saying 'biodegradable' out of context. It's just as non-meaningful."

"Those of us who are very close to it think [green marketing] tends to [imply] . . . marketers jumping on the bandwagon," says Jacquelyn Ottman, president of J. Ottman Consulting. "But there's a broad spectrum of marketers to whom saying green marketing is like saying sports marketing or Hispanic marketing, there's no positive or negative. Then there are those who haven't even heard of green marketing."

Carl Frankel, editor-publisher of the *Green MarketAlert*, a newsletter, says he uses the term "to explain the type of marketing that's been so roundly criticized . . .

(Continued on Page S-9)

INSIDE

Ad Age council urges skittish marketers to be precise.
Page S-6

"Green-collar fraud" critic, Coke exec differ on ad claims.
Page S-8

Trip to Earth Summit teaches execs about emerging nations' positions.
Page S-11

Edited by Therese Kauchak Smith

Consumers keen on green but marketers don't deliver

Survey quizzes end-users about environmentally responsible companies but comes up empty

By Dennis Chase and Therese Kauchak Smith

After close to two years of what used to be called "green marketing," a cross-section of the U.S. population can identify no single product marketer as the most environmentally responsible, according to a second annual *Advertising Age* consumer survey.

Yet, at the same time, the 1992 poll found that consumer concern about the environment is growing, rather than abating.

The *Ad Age* poll, conducted by Yankelovich Clancy Shulman, asked consumers to rate marketers and brand categories on environmental concern. The survey was conducted by telephone in April among 1,004 adults age 18 and older; sampling error is plus or minus 3.0.

When asked the unaided question, "Which one company comes to mind as being the most environmentally responsible in its behavior," 57% said they didn't know, while 8% said "none."

The general categories of oil companies and chemical companies were named by 2% as environmentally responsible, while Dow Chemical Corp., Du Pont Co., Exxon Corp., General Motors Corp., McDonald's Corp., Procter & Gamble Co., and the paper and steel industries each took 1%.

Similarly, in the 1991 survey done by the Gallup Organization, 66% said "don't know" or "none" when asked, "Overall, which one company comes to mind as being the most environmentally conscious?"

Given consumers' lack of ability to single out a top green marketer, there's definitely room for an advertiser to claim that title as his own, says Gale Muller, senior VP-director of analysts for Gallup.

Nothing "has happened in the last year of the magnitude necessary to get the American consumer to *see* companies differently than a year ago.

"Marketers have to have advertising and promotional vehicles that allow them to do that," he says. "You can't just say 'I'm going to be an environmentally conscious marketer.' "

In the previous Gallup survey, 6% of respondents selected P&G and 4% selected McDonald's as the most environmentally conscious company, but these totals were dwarfed by those who couldn't name a single company.

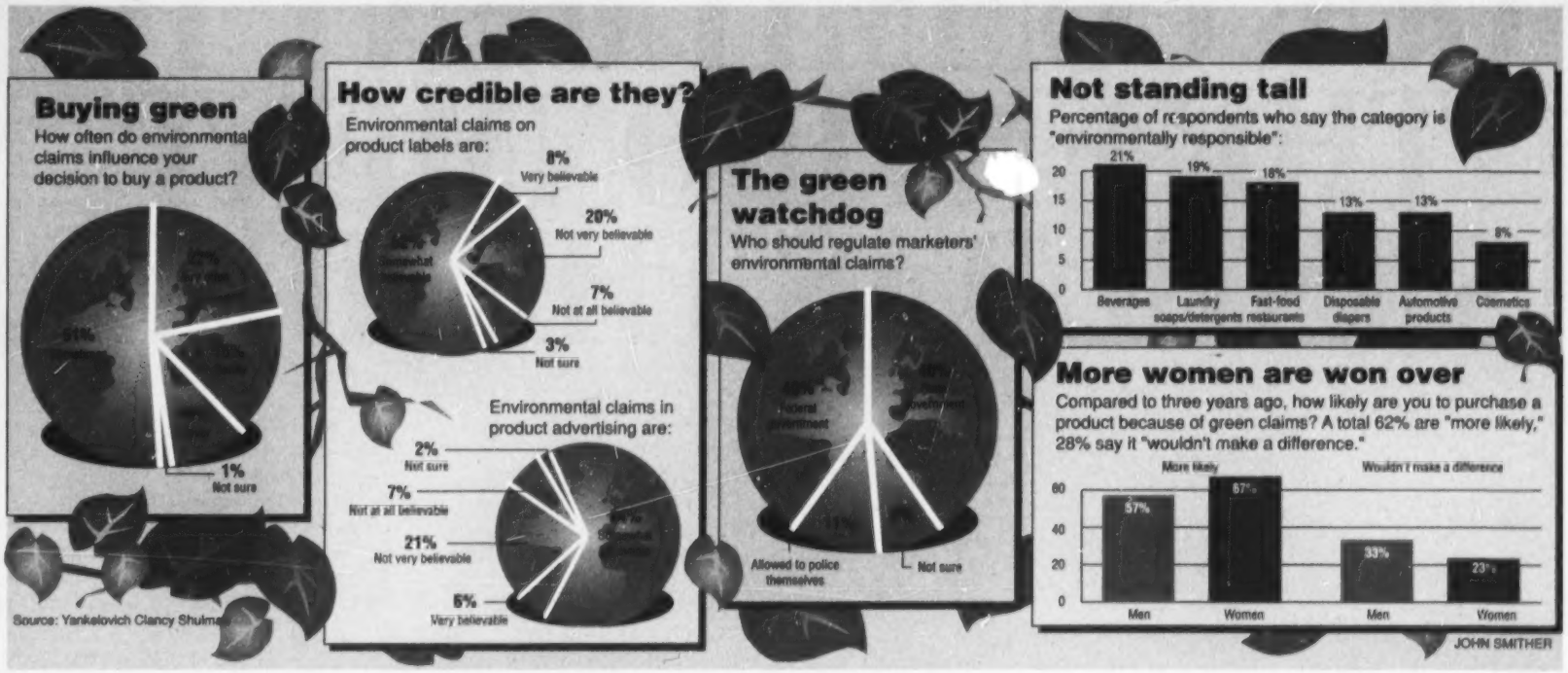
In the latest survey, respondents were also ambiguous about which companies were "least environmentally responsible": More than half the respondents said "don't know" or "none."

About 10% named Exxon, while 4% said oil companies in general, 3% said chemical companies and 2%, the U.S. government. Six companies appeared on both "best" and "worst" lists.

When asked to rate which "product categories" are

(Continued on Page S-4)

Concern grows
Compared to three years ago, how likely are you to purchase a product because of its environmental claims?
Wouldn't make a difference
Not sure/-depends
Less likely
Source: Yankelovich Clancy Shulman



Buyers keen on green

(Continued from Page S-2)
most environmentally responsible, respondents gave top grades to "beverages" at 21%, "laundry soaps and detergents" at 19% and "fast-food restaurants" at 18%.

Lowest grades went to "disposable diapers" and "automotive products" at 13% each.

Compared with the previous survey, fast-food has dramatically improved its green ranking, while "disposable diapers" and "cosmetics" have made no progress at all.

When it comes to solving the problem of regulating environmental messages, consumers definitely don't think marketers should be left to their own devices.

Only 11% think marketers should be allowed to police themselves; 80% think the state and/or federal governments should take charge of regulating environmental claims in advertising.

"We're in a twilight zone right now," says Jon Lear, VP of the Center for Resource Management. "If consumers are abused on a regular basis, they will push to get government regulation on some regard . . . There will have to be some level of definition of acceptable parameters, whether it has to be done by government or . . . industry. Someone needs to act."

The majority of respondents want marketers to continue proving their commitment: 85% think American companies should be doing more to become environmentally responsible.

While many consumers admit to being jaded because of the number of environmental-marketing efforts they see, they say green ads and labeling still *do* affect their purchase decisions.

In fact, 60% of respondents are more likely to purchase a product because of its green claims today than they were three years ago.

The 1992 survey asked: "Compared with the recent past, how concerned are you with what you yourself can do to protect our environment and natural resources?" About 70% said they are "more concerned," 27% said "about the same" and only 3% are "less concerned" or "not sure."

The *Ad Age* research seems to confirm what one consumer products company is finding privately in its own surveys: Concern for the environment is moving at glacierlike speed into the mainstream, which means less noise about it but greater impact on buying decisions.

More than 70% of respondents said environmental messages in labeling or advertising "sometimes" or "very often" influence their purchase decision.

Only 10% said environmental claims "never" affect purchase decisions, while 16% said they "rarely" do.

Women are somewhat more influenced by environmental advertising than are men: 67% of women said they are more apt than they were three years ago to purchase a product because of environmental claims, while 57% of male respondents answered the same.

But marketers are faced with skepticism, as consumers admit to being jaded by "green overkill."

About 52% of those polled said so many companies are making environmental claims about their products that they find themselves paying less attention to the messages.

Consumers admit to being jaded but say green ads do affect purchases.

This affects youngest consumers the least: only 45% of those ages 18 to 34, compared with 60% of those over age 50 and 51% of those ages 35 to 49.

The younger consumer is also more trusting that marketers are telling the truth in green messages.

About 77% found claims on product labels "very" or "somewhat believable," while 76% felt the same way about green claims in advertising. Again, the 50-and-older consumer appears to be most distrustful of advertising and labeling.

"This shows that youth are a very environmentally sensitive and aware group, and important to marketers," says Deborah Cross, manager-environmental affairs, Coca-Cola USA.

Respondents also were questioned specifically on the magazine industry.

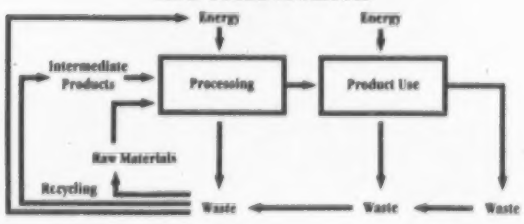
When asked if there were two magazines covering the same subject on the newsstand, one of which was printed on recycled paper, which magazine they would buy, 63% said they are "more likely" to buy the one on recycled print.

Thirty percent said it wouldn't make a difference.

"Consumers are becoming more discriminating," says Mr. Lear. "As advertising proliferates, consumers become inured to it and [then] become more sophisticated. I don't see it as an awful thing . . . It's people maturing from the public side of the issues and the marketing side. That's all part of the process." □

CORPORATE ENVIRONMENTAL RESPONSIBILITY

LIFE CYCLE ANALYSIS



Public concern about the impact of industry on the environment includes issues such as consumption of non-renewable resources; emissions of toxic or hazardous materials into air, water and soil; waste generation; and recyclability of final products.

Let CCA help you realize GREEN DIVIDENDS by turning the regulatory and ethical demands of tomorrow to your advantage. CCA can assess the environmental impact of your product or service and provide multi-media environmental compliance reviews.

Environmental virtue has its rewards for your corporate image. And more importantly, for your sales and profits too. But these rewards don't just happen. They require careful assessment and communication. CCA can help you accomplish this. Contact us at (312) 782-4486 and ask for GREEN DIVIDEND's.

CARNOW, CONIBEAR & ASSOCIATES, LTD.
Environmental and Occupational Health Consultants
333 West Wacker Dr., Suite 1400
Chicago, IL 60606

Be precise; don't overstate claims

Agency execs offer tips to skittish, environmentally concerned marketers

By Debra Aho

Because of slap-dash regulation and the absence of national guidelines, product marketers are gun-shy about using such terms as "recycled" and "recyclable" in advertising.

Many are hesitant to make any environmental claims at all.

But that's exactly the wrong attitude, say ad agency executives interested in environmental marketing. There's a right way to make such claims in ads and on labels, they say, and there's a need to do it.

"Marketers that back off are missing an opportunity in the long term," says Bob Rehak, senior VP-creative director at Ogilvy & Mather, Houston. "If companies perceive a slackening of environmental concern on the part of the public, it's probably a temporary thing due to the economy and the election . . .

> "An advertiser that acts will realize tremendous long-term benefits."

"The [environmental] problems are there; they're going to persist and get nothing but more important over the long term. An advertiser that recognizes that fact and acts now to build an environmental image based on solid environmental contributions will realize tremendous long-term benefits."

The myriad state rules and lack of federal help have obviously discouraged marketers from pursuing environmental marketing as a way to effect long-term changes. And short-term sales goals have taken precedence in the recession.

But that means giving consumers fewer choices and denying them useful information, says Glenda Goehrs, VP-environmental affairs at GSD&M, an Austin, Texas, ad agency.

"The advantage of environmental marketing in the first place is giving consumers choice," she says. "If you don't advertise and label [environmental benefits], you give them no choice, and in effect you're handicapping them."

Ruth Stec, environmental director at agency Robert Michael Ellen & Co., Birmingham, Mich., thinks "most of those guys backing away were using those vague and overblown claims, so they were abusing the environment to start with. When they got called on it . . . they would rather back away and blame it on the industry, the lack of standards or somebody else."

The bigger marketers are going to stay away from such issues until federal guidelines come out, Ms. Stec says.

Agency executives say doing environmental advertising correctly means using precise, accurate language; explaining and defining new terms; and, most importantly, involving the consumer.

This Budweiser spot, showing Terry Bradshaw cleaning up a Texas highway as a way to win Texans' favor, involves the consumer in both the problem and solution.

Specifically, members of the *Advertising Age* Environmental Marketing and Advertising Council, and others involved in environmental advertising, say:

- Give precise information about the product or package, using phrases like, "This product contains 70% recycled content, 40% of that from post-consumer waste." Include a toll-free number that consumers can call to get more information.
- Involve the consumer in the problem and solution, and offer hope. Help the consumer realize his contribution to an environmental problem, and help him find ways to solve it.

As an example, Tim Love, senior VP-managing partner at D'Arcy Masius Benton & Bowles, New York, gives an Anheuser-Busch TV spot for its Budweiser beer. It shows Terry Bradshaw, the former football player, picking up beer cans along a Texas highway, part of the "Don't mess with Texas" campaign, and attempts to encourage consumers to help clean up the state.

- Avoid gratuitous use of fuzzy, feel-good images. Rather than appealing to "Mother Nature," focus on specific products and their attributes.
- Understate your message rather than overstate. Present a balanced point of view, acknowledging the other side of the issue.
- Balance a product's environmental benefits with performance benefits. It's rare a consumer will purchase a product based solely on its environmental benefits.
- Use a full approach. A 30-second spot isn't enough; it takes a combination of PR, direct marketing, advertising and third-party reports to change consumer behavior.
- Admit the company and the product aren't perfect. It's more important to show you're working toward a solution. □

NEW
DIMENSIONS
IN ENVIRONMENTAL MARKETING

Dimensional, interactive paperboard products from American Slide-Chart will attract attention, deliver inquiries and increase your sales.

FREE DESIGN SERVICE.
Call us or fax this ad. We will help you determine what information is needed to receive a full color presentation.
No cost or obligation!
Call for samples and additional information.

AMERICAN Slide-Chart
708-665-3333
800-323-4433
Fax 708-665-3491

Already have a Slide-Chart? Call us for special rerun rates!

Name _____ Title _____
Company _____
Address _____
City, State, Zip _____
Fax _____ Telephone _____

AMERICAN Slide-Chart Corporation, P.O. Box 111, Wheaton, IL 60189 A48

Council sets ad guidelines

Environmental advertising is a powerful tool, and done correctly, it can both educate consumers and bolster sales.

Done improperly, it can lead to lawsuits, government investigations and boycotts.

The *Advertising Age* Environmental Marketing and Advertising Council has formulated a list of guidelines of environmental marketing, designed to help marketers use mainstream product advertising to educate consumers about the environment.

The idea is to show how agencies and marketers can "include in their advertising environmentally sensitive values that reflect . . . or lead the thinking of [consumers]," says Zeke Swift, environmental marketing manager at Procter & Gamble Co. and a member of the council's steering committee.

This is what the council recommends:

- Integrate environmental considerations as part of the message. Acknowledge environmental issues and suggest solutions in the context of the product sale.
- Make sure environmental claims are completely honest. Claims should be specific, factual and reflect a thorough understanding of the environmental problems and solutions associated with the product.

> Offer consumers hope for solutions and invite participation.

- Don't overpromise. Say what the advertiser or product is doing to solve or prevent environmental problems, but do so without hype. Even the best effort is only a small part of the total solution.
- Offer consumers hope for solutions and invite their participation.
- Shoot for leadership creative. The best environmental advertising stands out in its ability to sell and, at the same time, inspire fresh perspective and better environmental choices.
- Produce the advertising in a way that demonstrates environmental responsibility. Take materials, processes, placement and eventual disposal of the advertising into account. Using videotape instead of film, and recycled paper, are examples of this.

The council's next step will be a competition for ads that best reflect the principles.

The competition, which will be open to U.S. and possibly international ad agencies, will solicit "advertising done for real products with real budgets behind them [that's] sensitive to environmental issues . . . Advertising for cars, toys, soaps, healthcare products, industrial products," Mr. Swift says.

The competition will be announced this fall. □

—Debra Aho

This is not niche marketing: Coke exec

As with diet soft drinks, product must fit within a consumer change of attitude, values

Criticism of how marketers have handled environmental issues has many companies rethinking their positions and plans for the future. Advertising Age asked John C. Reid, director of corporate environmental affairs for Coca-Cola Co., for his views on the environment and where marketers need to go from here.

Mr. Reid is a former senior VP-marketing for Coca-Cola USA and sits on the Georgia Conservancy board.

By John C. Reid

Maybe I'm not shopping in the right places, but I haven't seen a lot of consumers taking home a box of Environment lately.

While a look around shows us some marketers are trying to sell just that, a recent news article bemoaned, "Green product sales seem to be wilting."

From a marketing standpoint, the burgeoning environmental conscience presents a challenge to be met not with some new product but a new set of rules for our profession's mission: Fulfilling consumers' needs and desires.

> "It's a new way of delivering products the consumer does want."

Consumers are not going to buy a box of Environment. The new environmental conscience presents small entrepreneurs with myriad opportunities; the biodegradable golf tee, for instance, seems to be selling.

But for the major players, the companies that serve millions of consumers every day, trying to fashion something to fill "the environmental niche" is a mistake.

An obsession with whether to call something "green" or not misses the point. This is no niche. It's a mandate for marketers to do exactly what consumers around the world are already doing: living, every day, with real concerns about the environment. We have to build it into everything we do.

John C. Reid is director of corporate environmental affairs for Coca-Cola Co.

Twenty years ago, only 20% of the U.S. population thought environmental activists were "reasonable." Now, it's 60% and climbing. A recent Gallup survey found better than half the population in a dozen countries rating environmental problems "very serious."

We have seen this same lesson before. It is the same type of attitudinal change that drove the emergence of the diet soft-drink business.

Thirty years ago, only occasionally did you hear people admit to jogging, dieting, watching what they ate. Tab, our first diet soft drink, helped drive a movement. But then something happened: not a fad, but a genuine change in attitudes.

The code of conduct for living—values, if you will—changed. Being healthy went from a hobby for a few to the way most of us try to live.

Similarly, what was once an "environmental movement" is now something more powerful and fundamental. It affects everything; core values have changed. People worldwide aspire to reflect these new values in their lives, and feel guilty when they fall short.

Feelings like that are not something that can be spun off into a line of "green" products. In marketing, we've been trained for years to touch consumers' hot but-

'Environmentally safe . . . can enhance sales'

'Green-collar fraud' fighter touts attorneys general report, says manufacturers have discouraged Federal guides

Mark Green, consumer affairs commissioner for New York City, has been a vocal opponent of marketers perpetrating what he calls "green-collar fraud."

His office has investigated 16 cases of allegedly misleading or false environmental ad claims, against national companies including Procter & Gamble Co., Revlon and drink box company Tetra Pak International.

All settled out of court and agreed to pull the ads in question.

Mr. Green talked with free-lance writer Monte Williams about the problems that marketers are facing, including the increasing numbers of state and local regulations regarding environmental claims and what marketers need to do in the future.

Advertising Age: *Marketers are facing numerous state regulations on environmental messages. If the definition of what is recyclable is different in Indiana, from California to New York, how does a national marketer cope?*

Mr. Green: First, we have not brought any cases where the definitions were imprecise. For example, we challenged drink boxes, which made the claim in newspaper ads that "drink boxes are [as] easy to recycle as this page." That's flatly untrue however you define recyclable.

Second, manufacturers have no one to blame but themselves, because they have discouraged the federal government from promulgating common standards that everyone could follow, hence allowing states to fill the gap.

AA: *Do you think state-by-state, and even local, regulations are having a chilling effect in environmental advertising?*

Mr. Green: [They won't] if they're applied intelligently, as they have been so far. This is exactly why 11 attorneys general are working together, rather than inconsistently. And that's exactly why my office is looking to the published standards of the Green Report Number 2 [a guide issued by the attorneys general].

Mark Green is the consumer affairs commissioner for New York City.

> "We're in the business of helping companies make accurate environmental claims."

AA: *Do you think it's better that companies choose to do no environmental marketing at all, rather than try to get a message out to the consumers?*

Mr. Green: No.

I like the idea of the marketplace motivating companies to do the right thing for the environment and . . . for themselves, because they can enhance sales if they produce environmentally safe products.

We only want to chill deception. We're in the business of helping companies make accurate environmental claims.

So long as too many companies are making untrue claims, consumers won't know to believe the honest claims when they appear on the shelves.

AA: *Are you in favor of federal legislation?*

Mr. Green: Sure. The ideal remedy is for a federal regulatory agency to promulgate common standards that companies, advertisers and law enforcers could look to.

[But in the absence of that,] companies have to expect state and local governments [to] stick up for consumers and prosecute false environmental ads.

AA: *When do you think we will see federal legislation?*

Mr. Green: My guess is that there will be federal legislation or regulatory standards [sometime], but I'm not willing to hold my breath until it happens . . .

Until and when it [does],

ENVIRONMENTAL PRESERVATION, INC.

Effective Green Promotions With Proven Sales and Conservation Results

Unique Premiums
- Endangered Animal Trading Cards
- Rain Forest Deeds
- Whale Adoption Kits

Tangible and Effective Promotions
- Corporate Nature Preserves
- SLO Earthmate™ Reversible Animal Globes

Strategic Tie-Ins
- Agency for 5 of Americas most prestigious conservation organizations
- Friends of the Forest™, Friends of the Ocean™, Friends of the Wetlands™
- Offices in both The United States and Europe for Global Market Penetration

Continuity and Database Programs
- United Nations Kids Club
- Rain Forest Preservation Programs with active consumer data base

EPI Marketing • 250 Pequot Avenue • Southport, CT 06490
Contact: Christopher A. Reynolds
Tel. 203-255-1112 • Fax 203-255-3313 • U.S. Toll Free 800-FOREST-1

tons: family, friends, fun. Now we all know—or we should—the planet, too, matters.

The environmental aspects of marketing offer a great new tool, not a new bag of tricks.

The environmental conscience doesn't mean a windfall for niche-oriented health-food boutiques. It means that everywhere consumers shop, every product they consider must have environmental concerns, not environmental gimmicks, built in as best we can.

For instance, recycled plastic PET bottles for soft drinks [are] not a new "green" product the consumer might want; it's a new way of delivering products the consumer does want.

We know narrow environmental concerns alone won't drive a consumer to buy a product. A bad product in a recyclable package won't sell.

We have to keep our compasses pointed north. We are still in the business of pleasing the customers, the people we work for, whether we want to call them "green" consumers or "environmentalist" citizens.

The good news is that for responsible marketers, the new environmental conscience poses more of an opportunity than a problem.

What it poses is not always easy, but it is what we've always faced: the imperative to focus, genuinely, on consumers and the values they share, and the chance for us to thrive when we do.

It's not done by finding something "green" to sell. It's more fundamental. It comes when we live by the same values our consumers do. □

Matter of semantics

(Continued from Page S-2)

[The term represents] a combination of overly aggressive marketing by a number of companies and overpublicity.

"It's a code word for yet another corporate hypocrisy," he says. "Environmental marketing doesn't carry the same negative taint."

The term green marketing has its good side, some experts say.

"The term refers to the birth of a needed way to design, manufacture and market products," notes Martin Wolf, president of consultancy Giessen Wolf Associates. However, "like all new terms [it] has been abused in the past year to 18 months."

> "We try to use 'environmentally sound' and 'environmentally accurate.' "

It's become through use "too broad . . . and consequently vague and unsubstantiable."

"We try to use 'environmentally sound' and 'environmentally accurate,' " says Harvey Hartman, chairman-ceo, Hartman Group, another consultancy.

"What we need is to dig deeper and figure out the issues," he says. "It's not just marketing, it's R&D, distribution, manufacturing, health and safety."

But to green marketing's credit, he adds, "People know what you're talking about" now. □

we will continue to monitor even national ads if they appear or are aired in the New York jurisdiction.

AA: *What needs to happen in the future on this issue?*

Mr. Green: We need a nonprofit referee announcing clear common standards for honest ads, which means basically two entities.

The government should define recycle, biodegradable, compostable, so that companies know what is legitimate and what is illegitimate.

Non-profit groups like Green Seal who are credible to consumers and business alike should allow their seal to be used for products that pass their life-cycle analysis.

AA: *What do you think marketers need to do as far as the environment is concerned? What is their responsibility?*

Mr. Green: If nothing else, don't deceptively advertise environmental properties.

Second, concentrate more on good, environmentally benevolent manufacturing rather than environmentally self-serving ads.

Too many companies were more interested in environmental ads than in environmentally safe products. Too often the most degrading aspects of these products were their ads.

Companies have to reverse their thinking. □

Worth *Two* Thousand Words

A picture is worth a thousand words, that being true, using recycled paper and the recycled logo in your printed communications must be worth two thousand words. Your communication becomes twice as worthy when it says your corporation is taking a positive role in the world's environmental concerns.

Noranda Forest Recycled Papers is one of North America's oldest and most experienced recycled paper mills. Each of our papers contain a minimum of 50% de-inked, recycled fiber and 10% is from post-consumer sources. Phoenix and Oxford Opaque are available in text weights ranging from 40# to 80# and are ideal for annual reports, promotional brochures, newsletters and manuals. Regeneration Cover C1S, available in 8 point – matte coated one side, is ideal for a wide range of cover stock applications. SnowBird dm, available in 7 point, is ideal for direct mail marketing and satisfies all postal regulations for reply mailers.

Say two thousand words about your company's commitment to recycling... specify Noranda Forest Recycled Papers. Call or write to receive "Expressions"... a collection of printed samples.

noranda forest
RECYCLED PAPERS

Fraser Paper Ltd.
9 West Broad Street • Stamford, CT 06904 • (203) 359-2544
2300 Barrington Road • Hoffman Estates, IL 60195 • (708) 843-3100

Noranda Forest Recycled Papers is represented in the U.S. by Fraser Paper Ltd. Both companies are divisions of Noranda Forest, Inc.
Noranda Forest Recycled Papers has earned the esteemed Environmental Choice symbol from the Canadian Government

Advisers seek to make environmental sell

When you educate audience 'in the right way, you're a leader, and it's a tremendous opportunity'

From the Smithsonian Institution to the Silicon Valley, today's environmental marketing consultants have spent some time in the trenches. Advertising Age's *Melanie Rigney profiles some of the major consultants—those that have worked with top marketers of package goods, beverages, pharmaceuticals, household and consumer products—on environmental issues.*

Dennis Farrier
West Hollywood, Calif.

Background: Mr. Farrier went into environmental consulting in 1988; previously, he was director of the Smithsonian Institution's Mariculture Institute, which studied techniques for turning ocean resources into business opportunities.

He's a senior adviser to the U.N. Environmental Program and Institute for Environmental Policy.

Clients: Neutrogena Corp., Safety-Kleen Corp., Toro Co. and 3M Co.

Typically, Mr. Farrier conducts a half-day roundtable or two-day sessions with 10 to 15 top executives at a company, addressing regulatory issues and other environmental concerns.

During the two-day agenda, he meets individually with executives of marketing, manufacturing, purchasing and other departments, then brings everyone together to discuss what he's learned.

In one case, a manufacturing company's chairman was reluctant to move forward on environmental issues. Mr. Farrier asked people to bring their environmental files the next day.

"Every one of them had 2 feet of files," he says. "It turns out the wealth of . . . research they had already done in their areas was vast. They were shocked they had that much knowledge in-house."

Top concerns in environmental marketing: "There's this regulatory feeding frenzy, where local, state and federal regulators . . . haven't been able to come up with a definition for a term like 'recycled' for three years," Mr. Farrier says on his top worry.

Secondly, marketers are "taking the poetry out of environmentalism too soon . . . Let's keep a little of the Henry David Thoreau in . . . They should use corporate communications to give customers a reason inside [themselves] to want to buy, and to protect the environment."

Walter Coddington
Founder and president, Persuasion Environmental Marketing, New York.

Background: In 1976, founded Coddington, Chadwick & Meyerson, a marketing communications agency. In 1990, he left to form Persuasion, a full-service environmental consultancy.

He is author of "Environmental Marketing: Positive Strategies for Reaching the Green Consumer," a textbook on environmental marketing to be published by McGraw-Hill.

Clients: Arm & Hammer, Bristol-Myers Squibb Co., Glidden Paint Co., House of Seagram, McGraw-Hill, Miller Brewing Co., United Media and Young & Rubicam.

Services include government and advocacy group relations, public education and strategic planning.

Persuasion created "Caring for the Earth: Educating for a Sustainable Future," a multimedia exhibit shown at the Earth Summit in Rio de Janiero, which contains guidelines for developing technologies that don't deplete the earth's resources.

Top concerns in environmental marketing: "Claims [in advertising are] definitely one of the top concerns," Mr. Coddington says. "Do we promote them or don't we?"

He notes that many marketers are awaiting Federal Trade Commission guidelines before moving forward.

But "the biggest question on the management and marketing front is how to anticipate or design green products. How do you prioritize resources and the product's impact on the environment?

"In a nutshell, manufacturers can be designing products for reusability, they can be designing recyclable materials. It's a question of determining what's the best direction so we don't have to keep redoing this project over and over again based on environmental priorities."

Martin Wolf
President, Giessen Wolf Associates, New Hope, Pa.

Background: Master's degree in chemistry and background in engineering.

From 1969 to 1979, he worked for a variety of industrial chemical companies, including Ciba-Geigy. In 1980, he helped found Cambridge Analytical Associates, which primarily handled environmental chemical analysis but did some consulting work. Cambridge was sold in 1989 "and I fell into a consulting role" with the start-up of Giessen Wolf.

Clients: Include Seventh Generation and Good Housekeeping Institute.

For Seventh Generation "we review their products, make sure they contain nothing more harmful than the products they're claiming to replace," Mr. Wolf says.

For Good Housekeeping Institute, the consultancy assesses the quality of products getting the Good Housekeeping seal, helps set product evaluation standards and reviews ad claims made by the products that have the seal.

Top concerns in environmental marketing: "From the consumer standpoint, the major concern is that claims being offered are not meaningful," he says. "We're seeing a hesitancy to buy because consumers don't trust the claims . . .

"People doing brand marketing and advertising copy don't have the technological knowledge to position an [environmental] product properly. Those in the technological department don't understand . . . what consumers want. There's a real need for someone who can bridge the gap."

For marketers, "the biggest concern is making a meaningful claim without violating consumer trust or state or environmental sensibilities."

Harvey Hartman, chairman-ceo, Hartman Group, Newport Beach, Calif.

Background: Worked in sales and marketing for IBM Corp., Xerox Corp. and some Silicon Valley companies. Three years ago, he left Wang Laboratories as general manager for southern California to start Hartman Group.

Clients: Companies in aerospace, consumer products, automotive, pharmaceutical and chemical manufacturing industries, says Mr. Hartman, who wouldn't provide names of clients.

The consultancy offers information services, environmental engineering, marketing, strategic planning, new-product assessments and consumer research.

With Unocal Corp., Hartman developed a series of educational seminars for the auto industry on environmental compliance.

Top concerns in environmental marketing:

He disputes the view that consumers are turning away from the environmental movement, though he says they've grown cynical.

"A lot of [marketers] think, 'This is easy, we don't have to do much work.' But [consumers] are looking for real changes. You have an opportunity to educate the audience. When you do that in the right way, you're a leader, and it's a tremendous opportunity."

Jacquelyn Ottman
President, J. Ottman Consulting, New York.

Background: Worked in research and account management at Wells, Rich, Greene; Scali, McCabe, Sloves; and Backer Spielvogel Bates until early 1988, when she went out on her own.

She has a book on environmental marketing due out this fall and is a member of the *Advertising Age* Environmental Marketing and Advertising Council.

Clients: "The same types I worked for at the agencies, blue-chip package-goods companies," she says.

Ms. Ottman recently advised a marketer that had reformulated a home product on whether to focus on its environmental or health aspects. Though the new product was better for the environment, it was decided the point of difference was better made for health claims.

Top concerns in environmental marketing: "The whole issue of green is a moving target," Ms. Ottman says. "Changing information, regulations and changes in consumer attitudes . . . make it difficult to do long-range planning."

For example, McDonald's Corp. didn't know of problems with polystyrene when its boxes were designed, she says. The boxes were replaced with paper and quilt-wraps, and even those have been criticized by others because they use coated paper.

"I advise people to integrate environmental issues into their overall business strategy; it can't be handled only by your environmental department."

Secondly, marketers are increasingly held responsible for the ultimate after-use of their products, she says.

"Basically, manufacturers are getting into the garbage business."

Do you need...

Environmental Solutions?

You've found us. Environmental Solutions, Inc. is your complete resource for environmental management, marketing and communications. Whatever your needs, ESI can show you how to create environmental opportunities for your company or product. *Our services include:*

- **Environmental Policy and Management Systems**
- **New Product and Packaging Development**
- **Government and Certification Group Outreach**
- **Environmental Advocacy Group Networking**
- **Retail and Trade Leverage Programming**
- **Environmental Communications and Promotions**

esi
Environmental Solutions, Inc.

For more information, call:
Peter Florian, President
Tel: 203 454 3737
Fax: 203 221 1220

Execs bring back views of Rio

Earth Summit trip teaches marketers about emerging nations' positions

By Jeanne Whalen

The world's leaders gathered in Rio de Janiero this month for the U.N. Earth Summit, producing two treaties and more non-binding statements on critical environmental and developmental issues facing the global community.

While heads of state battled it out over such issues as plans for environmentally sustainable economic development, other leaders—from the business world, science, the arts, religion—held their own meetings to coincide with the summit.

Here are some observations brought back by U.S. marketing executives:

James MacKenzie, director-environmental health and safety, Xerox Corp.:

While controversy stirred around positions taken by President Bush, "I don't think his position influenced industry [groups that attended]. It may have had a negative effect on the American delegation at the summit, but industry's mood was positive.

"I wouldn't classify Bush's stance as negative. I would say it was poorly communicated. [One of] President Bush's points, and I agree, was that there is very little evidence to show that carbon dioxide is the cause of earth warming.

"A number of people were surprised that none of the green [special interest] groups sat in on [industry] meetings. I expected they'd come in and raise a little hell . . . Maybe they were just too busy with their own agendas, or maybe they don't expect much of us anyway, so they thought, 'Why bother?' That's one interpretation."

> "The wisdom of indigenous people must be preserved by politicians, scientists, educators and businesses."

Horst Rechelbacher, chairman, Aveda Corp., which makes plant-and-flower-based toiletries and beauty aids:

"Discussions I attended made it apparent several things must happen: For one, the wisdom of the indigenous people and their lands must be preserved by politicians, scientists, educators and businesses.

"We met with the chiefs and leaders of the Amazon and started a dialogue of neutral exchange where we help them with technology, research equipment and training of their chemists to obtain sustainable resources from the Amazon.

"Aveda will be involved in setting up portable labs and working with [people there] to purchase goods and products. It is in everyone's best interest to support their work, their lives and learn from it. American businesses will only thrive."

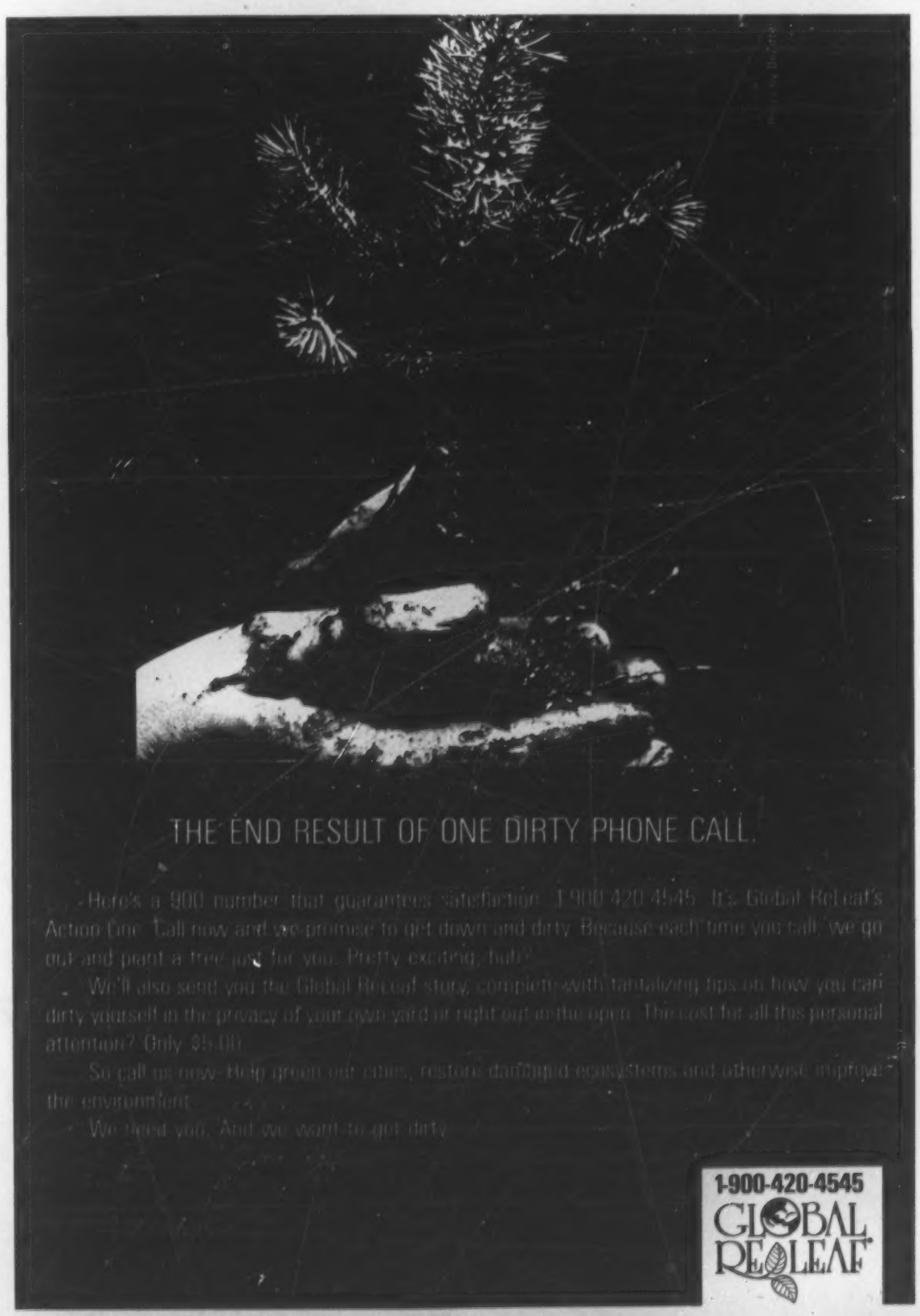
> "American businesses will only thrive."

W. Ross Stevens III, environmental affairs manager, Du Pont Co.:

"Representatives from developing countries were very keen to be sure that developed countries understood . . . what issues are most important [to them].

"A businessman from Zimbabwe gave a very moving presentation . . . He acknowledged that we are all very right to be concerned about global warming, but a lack of sanitation, nutrition and health[care], all of which are environmentally damaging, are Zimbabwe's immediate concerns.

"I don't want to say he brought us back to reality, but he showed us not to ignore the present as we look to the future." □


THE END RESULT OF ONE DIRTY PHONE CALL.
Here's a 900 number that guarantees satisfaction. 1-900-420-4545. It's Global ReLeaf's Action Line. Call now and we promise to get down and dirty. Because each time you call, we go out and plant a tree just for you. Pretty exciting, huh?
We'll also send you the Global ReLeaf story, complete with tantalizing tips on how you can dirty yourself in the privacy of your own yard or right out in the open. The cost for all this personal attention? Only $5.00.
So call us now. Help green our cities, restore damaged ecosystems and otherwise improve the environment.
We need you. And we want to get dirty.
1-900-420-4545
GLOBAL RELEAF
American Forests, Washington, DC. The nation's oldest citizens conservation organization.

AD REVIEW

Certs brings comic relief to victims of bad breath

Garfield

By Bob Garfield

Certs is on the air making fun of bad breath, so, as Ad Review has lately noted, we'll soon hear a complaint from the Society for the Exhalation Challenged:

"By putting value judgments on breath, based solely on its alleged fragrance deficiency, Warner-Lambert Co. and the advertising industry again are shamelessly exploiting the breath-impaired public, provoking breathers' innermost insecurities and generating needless anxiety for millions, all to sell a product . . ." Count on it.

True, in its earliest days, advertising did foster embarrassment over such varied and dubious shortcomings as comedones, graceless social coughing and even the shame of piano non-virtuosity. But this is 1992. After nearly a century of social change, cultural sophistication and advancements in the science of marketing, today's consumers hear not a word about comedones.

They hear about zits. They hear about bladder incontinence. They hear about women's never-ending quest for gynecological "freshness." Dandruff. Foot odor. Liver spots. Damp armpits. Gray hair. Yellow teeth. Hairy legs. Loose dentures. Baldness. Bifocal lines. Cellulite. Wrinkles. The heartbreak of psoriasis.

OK, so maybe advertisers do constantly worry us about the shameful repercussions of having body parts. Maybe they do exploit people's anxieties. But that's not to say they aren't occasionally doing us a favor. The fact is, in an ever-shrinking world bringing people increasingly at close quarters, some of these body parts genuinely demand attention. Speaking as a sometime victim and sometime carrier, the Ad Review staff is prepared to applaud a frank and honest look at bad breath.

Rating: ★ ★ ★

WHOOAAA! It's coarse, it's juvenile, but a Certs commercial, featuring comedian Bobby Collins, is funny and effective.

The best of eight new Certs spots opens with a close-harmony doo-wop riff in the background as an oscillating, hand-lettered title announces, "Certs presents comedian Bobby Collins." Then we see Collins in his stand-up comic uniform (T-shirt and sport coat) saying, "You ever notice you can't really smell your own breath?"

Cut to an office interior, near the water cooler, with Collins in an office uniform (dress shirt and necktie) approaching a co-worker. "Hiiiii, Tim," he says, with such an aspirated "h" that Tim is hit by cloud of ugly breath.

"WHOOAAA!" Tim says, grabbing his nose and pointing at Bobby. And so on, as by turns three guys gross each other out with their breath. "WHOOAAA!!!

"Want fresh, clean breath?" the voice-over eventually asks. "Get the only mint with Retsyn. And be certain with Certs."

All right, so it's a bit coarse. A bit broad. Lowbrow. Juvenile. It also happens to be funny, because the vignette crystallizes the revulsion so often felt, but never uttered.

This is not about dingy dishes, panty lines, static cling or some other non-embarrassment Madison Avenue is equating with genocide in order to relieve you of your discretionary income. This is about stench, bigtime—something others actually do want you to take care of right away. So good for Young & Rubicam, New York. (Whether Certs is a bona fide remedy is another question altogether.)

The animated oscillation of both the title lettering and the Retsyn flecks—apparently a trademark of director Charles Wittenmeier—is a charming touch throughout the campaign. Collins and comic Richard Jeni, who each appear in four spots, are flawless in their delivery, and the music is appealing throughout. But only "Whooaa!" is silly and irresistible. The other spots are victimized by . . . they suffer for the want of . . . the writing is awkwardly . . . Whoooaa. They stink. □

Stouffer hotels push quality, not low price

By Ira Teinowitz

Stouffer Hotel Co. last week launched a newspaper campaign seeking to distance itself from the rampant price cutting in the hotel industry.

Stouffer says it's emphasizing quality, not low prices.

The first of three ads, all of which feature Stouffer President William N. Hulett, asks: "Can a hotel really cut its rates without cutting corners?"

Another ad suggests: "Tourist class is one thing on an airplane but another in a hotel." Wyse Advertising, Cleveland, handles the hotel chain.

Stouffer's ads come less than two months after ITT-Sheraton Corp. intensified price cutting in the hotel industry by launching its SureSaver simplified pricing in advertising emulating American Airlines' success in the airline industry.

Hilton Hotels Corp. took a similar position last month.

"Our point is that with all the firestorm about airline rates and hotel rates, be sure you understand what you are buying before you buy it," Stouffer's Mr. Hulett said.

Can A Hotel Really Cut Its Rates Without Cutting Corners?

Stouffer Hotel Co. President William Hulett makes a personal appeal in new print ads.

"It isn't like an airline seat that you spend 2, 4 or 6 hours in," he said. "A hotel is a far longer experience."

Noting major staff cuts at both Sheraton and Hyatt Hotels Corp. in the past nine months, Mr. Hulett argued that price cutting leads to service cuts. Hotel security and service cost something, he said.

"Most people aren't foolish enough to think there are free lunches," he said. "For families traveling on vacation, we're trying to say, 'Let's be sure that to save $150 over a week, you don't end up with a lousy experience.' "

Mr. Hulett said he doesn't expect to sway rivals away from price cutting but is looking to reach consumers with the ads.

Tom O'Toole, Stouffer senior director of advertising, said his company's hotels compete in the luxury market, where quality is important.

"We are in the upscale, top tier of target markets," he said. "People come to us because of our quality." □

Perot wins in poll

(Continued from Page 3)

by 31.2% and 20.6% said they were undecided, while 19.4% supported Gov. Clinton and 20% supported President Bush; 8.8% said they'd vote for someone else.

Among women in the Gallup poll, 34% supported President Bush, 25% backed Gov. Clinton, 31% would vote for Mr. Perot and 9% were undecided.

Pat Cafferatta, president-ceo of Young & Rubicam, Chicago, said many women in the ad industry could be choosing their candidate on one issue: abortion.

"Statistics show that women more than men tend to make their decision on a single issue, and abortion is a real big issue with women," she said. "And the fact that there are so many women who are undecided indicates [they are] dissatisfied with the status quo."

Mr. Perot and Gov. Clinton describe themselves as "pro-choice" while the president supports allowing abortions only in certain cases.

The ad industry as a whole came down hardest on Gov. Clinton, who also trails in polls of the general population but not by as wide a margin. In the Gallup poll, 24% of respondents supported Gov. Clinton, 32% were for President Bush, 34% backed Mr. Perot and 10% were undecided.

Gov. Clinton's poor showing in the survey can be partly attributed to the fact that he tends to get more support in rural areas and Southern states than in large, Northern cities, where *Ad Age* readership is concentrated.

Ms. Cafferatta, a former research director at DDB Needham Worldwide, Chicago, said allegations of marital infidelity against Gov. Clinton may be turning off many working women.

Another factor hurting Gov. Clinton is that the ad industry appears to be moving to the right. The *Ad Age* poll found there are more Republicans in agency, client and media companies than Democrats or independents.

At ad agencies, 32.1% of survey respondents are Democrats; 45.5%, Republican; 19.9%, independent; and 2.6% said they "don't know." The advertiser breakdown is 52.3% Republicans vs. 31.5% Democrats, and the media industry is closer, with 40.6% Republicans and 36.8% Democrats.

Gallup found 39% of those surveyed called themselves Democrats, 30% Republicans and 31% independent.

"My experience with agencies in election years is that account management people tend to be Republican, creatives have more Democrats and media people are somewhere in between," Mr. O'Toole said.

Mr. Perot also finished first in all three age categories in the *Ad Age* survey, with 31.4% support among those 18-34; 31.6% in the 35-54 age group; and 34% support among those 55 and older. □

Even cat litter inspires more loyalty than '92 presidential hopefuls

By Scott Hume

Consumers are more strongly committed to their brand of cat litter than they are to any of three major presidential candidates.

Chicago researcher Market Facts combined a national telephone poll of 1,000 adults with its Conversion Model, a system originally developed to understand religious conversion and subsequently applied to consumer brand-switching. Market Facts used the survey to determine how strongly committed the electorate is to President Bush, Gov. Bill Clinton or Ross Perot.

The answer: Not very strongly at all. Nearly half the respondents displayed a shallow sense of commitment to the candidates they said they now favor, setting the stage for a share battle in politics that could put package-goods to shame.

Market Facts said the levels of commitment are lower than those registered for every single product category in two years of using the Conversion Model.

Mr. Perot fared best: 34% of his support was considered strong, 16% of his supporters were considered on the verge of change.

One third of those who said they favor Arkansas Gov. Clinton are on the threshold of changing their support, according to the study; only 25% are firm in their support.

Among supporters of President Bush, 30% are strong and 24% are on the verge of change.

This is the first time Market Facts has applied the Conversion Model to political research. The levels of firm support it revealed for all three are low compared with results of similar studies for consumer goods.

For example, 37% of cat litter buyers are strongly in favor of their brand choice. Among soft-drink users, 60% are firm in their choice. Among smokers, 65% aren't likely to change brands. □